

# Rutgers

Optimizing a Previous Vendor Campaign for Significant Results

Looking to grow enrollment for master's programs without increasing their budget, Rutgers turned to Stamats for a fresh approach.

RUTGERS

## Services:

Keyword Optimization,  
Geotargeting,  
Time Scheduling,  
Optimized Landing  
Pages

## Results:

152% ↑

Click-Through Rate (CTR).

50% ↑

Conversions from 10 per  
month to 15 per month  
average.

124% ↑

Conversion Rate.

**Challenge:** Generate more conversions with the same budget as previous vendor.

**Successful results in 30 days.**

## Digital Ads:

Master of Communication/Media | Rutgers University  
[cominfo.rutgers.edu/master/communication](http://cominfo.rutgers.edu/master/communication) 848-932-7550  
Earn Your Master's Degree From Rutgers, A Prestigious Top 25 Ranked Public University. Top 100 Global University To Set Your Master's Degree Apart. GRE Waiver Available.

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## Landing Pages:

